



# Gower's Top 20 Bestselling ebooks written by expert authors

*Jan-June 2013*





## Project Management

TENTH EDITION

Dennis Lock

*'The simplicity of the book makes it an ideal text for exploring some of the more complex facets of project management. The book is well established and has been successfully used in educational settings and by engineers looking to update their skills. A particular strength is the emphasis on cost and identification, which pervade most areas. The book does an admirable job in explaining complicated ideas in a simple way, which is what has made this title an institution for the last eight editions and 36 years.'*

Dr Darren Dalcher, Professor of Software Project Management and Head of Software Forensics Centre at Middlesex University

Dennis Lock's masterly exposition of the principles and practice of project management has been pre-eminent in its field for 45 years. The Tenth Edition of *Project Management* explains the entire project management process in great detail, and includes brand new chapters on implementing management change projects and the role of senior management support. Everything is reinforced throughout with case examples and diagrams, many new for this edition. As with previous editions, meticulous care has been taken to ensure that the text is reader-friendly and free of unnecessary jargon, with clear diagrams and a construction that is logically organized, well indexed and simple to navigate. The result is certain to maintain this book's acclaimed status as the standard work for managers and students alike.

April 2013	574 pages	
ebook PDF	978-1-4094-5420-5	£35.00
ebook ePUB	978-1-4094-7476-0	£35.00

[www.gowerpublishing.com/isbn/9781409454205](http://www.gowerpublishing.com/isbn/9781409454205)



## International Trade and the Successful Intermediary

Davide Giovanni Papa and Lorna Elliott

*'At long last there is a comprehensive and practical reference on international trade and how intermediaries should conduct themselves in chasing that elusive deal. The book is informative and relevant in highlighting to (potential) traders both the pitfalls and the proper and critical things that should be done to close an international trading deal. Thanks to Davide Papa and Lorna Elliott for this publication, and good luck with your future endeavours in this area.'*

Leonardo Santalucia Posso Management Pty Ltd

*International Trade and the Successful Intermediary* is designed to give independent intermediaries, potential buyers, procurement agents, mandates, lawyers, bankers and companies the fundamental skills to conduct business in the international trade arena, while increasing their knowledge and confidence to secure commission arising out of successful deals. Using real scenarios, model documents and straightforward language the book dispels the many myths relating to internet trading procedures and explains the rules and laws that must be adhered to when conducting import/export transactions.

December 2009	280 pages	
ebook PDF	978-0-566-09223-7	£65.00
ebook ePUB	978-1-4094-5863-0	£65.00

[www.gowerpublishing.com/isbn/9780566092237](http://www.gowerpublishing.com/isbn/9780566092237)



## Gower Handbook of Leadership and Management Development

FIFTH EDITION

Edited by Jeff Gold, Richard Thorpe and Alan Mumford

*'...a fine addition to the literature on leadership and management development... Gower, deserve compliments for bringing out this edited volume under the new rubric.'*

Debi S. Saini, Professor of HRM, The Indian Journal of Industrial Relations

The fifth edition of the Handbook explores the role and value of leadership and management development and provides tools, techniques and authoritative guidance on how to deliver it effectively. The contributors, both academics and professionals, many of whom are highly-regarded in their field, work with existing as well as new ideas; incorporating the needs of contemporary society with a commitment to show how their ideas are relevant in practice and how they may be implemented. The book draws on case studies and contributions from North America, Australasia and Europe.

February 2010	614 pages	
ebook PDF	978-0-7546-9213-3	£95.00
ebook ePUB	978-1-4094-5869-2	£95.00

[www.gowerpublishing.com/isbn/9780754692133](http://www.gowerpublishing.com/isbn/9780754692133)



## Gower Handbook of Internal Communication

SECOND EDITION

Edited by Marc Wright

A comprehensive guide to managing communication within organisations, the Handbook recognises Internal Communication's continued growth as a management discipline. It is aimed at leaders who want insight into IC techniques for use in both day-to-day operational and change situations, for example, and also at the communication specialist seeking shared wisdom and new ideas.

July 2009	496 pages	
ebook PDF	978-0-7546-9097-9	£100.00
ebook ePUB	978-1-4094-5851-7	£100.00

[www.gowerpublishing.com/isbn/9780754690979](http://www.gowerpublishing.com/isbn/9780754690979)



## A Handbook of Corporate Governance and Social Responsibility

Edited by Güler Aras and David Crowther

CORPORATE SOCIAL RESPONSIBILITY SERIES

*'The governance and responsibilities of corporations are two of the major themes of recent years. Aras and Crowther have brought together a rich and varied set of contributions on these important topics. Those new to the field will find many of the key issues addressed, while those familiar with the existing literature will likewise find much of value.'*

Christopher J Cowton, University of Huddersfield Business School, UK

Written by experts from all over the world, *A Handbook of Corporate Governance and Social Responsibility* is the most authoritative single-volume guide to the relationship between good governance and social responsibility and the reality of managing both. In addition to the theory and practice of governance and CSR, the book includes case studies from large and small organizations and NGOs.

March 2010	716 pages	
ebook PDF	978-0-7546-9217-1	£95.00
ebook ePUB	978-1-4094-5991-0	£95.00

[www.gowerpublishing.com/isbn/9780754692171](http://www.gowerpublishing.com/isbn/9780754692171)

For more information on the Corporate Social Responsibility series please visit [www.gowerpublishing.com/CSR](http://www.gowerpublishing.com/CSR)



## Gower Handbook of Project Management

FOURTH EDITION

Edited by J Rodney Turner

*'To facilitate a direct comparison the publishers kindly sent the CD version to try and of the two the CD wins, simply because in this computer world it is more of a tool than a book. This book should become to 'Project Management' what 'Hudson's has become to Contract Law.'*

Dr David Wallace FlntCES, Chairman, Project Management Panel for Civil Engineering Surveyor

This handbook for project management practitioners gives an introduction to, and overview of, the essential knowledge required for managing projects, from the perspective of an experienced team of practitioners in the field. There are four parts: Projects: describing the context of projects in organizations, and their nature; Performance: describing how to manage the delivery of the project, covering scope, quality, cost, time, resources, risk, etc; Process: describing the project management life-cycle and each stage of it and People: describing how to manage the people working on projects.

September 2012	912 pages	
ebook PDF	978-0-566-08994-7	£99.00
ebook ePUB	978-1-4094-5841-8	£99.00

[www.gowerpublishing.com/isbn/9780566089947](http://www.gowerpublishing.com/isbn/9780566089947)



## Business Development for the Biotechnology and Pharmaceutical Industry

Martin Austin

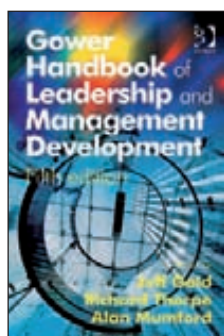
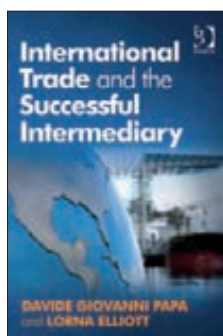
*'Business Development is an integral part of business in the Pharmaceutical business today, in terms of contributing to innovation; partnering on assets and indeed asset management more broadly. As the industry consolidates, yet science still grows exponentially, Martin has drawn together a thoughtful framework to help the many people with diverse skills and backgrounds approach this complex topic.'*

William M. Burns, CEO Pharmaceuticals Division, Roche

In recognition of the sparse information available to practitioners in the field of business development, Austin has drawn on his 30 years of experience in the pharmaceutical industry to provide this highly practical guide spanning the complete process. Based on the well-established training programme he has developed and delivers to pharmaceutical executives from across the world, this book will help expand your knowledge in this immense area.

May 2008	202 pages	
ebook PDF	978-0-7546-8138-0	£70.00
ebook ePUB	978-1-4094-5822-7	£70.00

[www.gowerpublishing.com/isbn/9780754681380](http://www.gowerpublishing.com/isbn/9780754681380)







## Women in Management Worldwide

Progress and Prospects

SECOND EDITION

Edited by Marilyn Davidson and Ronald J. Burke

*'Women in Management Worldwide has become a critical resource to scholars in the field. My copy is constantly being borrowed! Increasingly our research is comparative and so it is essential to have an authoritative book on international trends and initiatives. I am delighted that the authors have published an update including a number of under-researched countries like Mexico, Lebanon and Argentina.'*

Susan Vinnicombe OBE, Cranfield School of Management, UK

With facts, figures and analysis from more than 30 experts, this expanded and updated second edition provides a genuinely cross-cultural assessment of women in management globally. This important book examines evidence that an understanding of the values, norms and cultural issues bearing on the progress or otherwise of women in organizations is becoming ever more necessary. There is a looming crisis in organizational leadership, with demographic factors and globalization leading to an international talent war. Against that background, continuing bias against women seeking leadership responsibilities means organizations are failing to develop available talent, and when corporations experience economic difficulties the consequences bear disproportionately on women managers.

June 2011	414 pages	
ebook PDF	978-0-566-08917-6	£65.00
ebook ePUB	978-1-4094-5947-7	£65.00

[www.gowerpublishing.com/isbn/9780566089176](http://www.gowerpublishing.com/isbn/9780566089176)



## Corporate Reputation

Managing Opportunities and Threats

Edited by Ronald J. Burke, Graeme Martin and Cary L. Cooper

PSYCHOLOGICAL AND BEHAVIOURAL ASPECTS OF RISK SERIES

According to Ernst & Young, the investment community believes that up to 50 per cent of a company's value is intangible – based mostly on corporate reputation. This book contains academic content along with practical contributions, developed by those serving as consultants or working in organizations specialising in corporate reputation and its management or recovery. Any book that is going to do justice to a subject that is so complex and intangible needs imagination, depth and range, and this is exactly what the contributors bring with them.

May 2011	356 pages	
ebook PDF	978-1-4094-2327-0	£70.00
ebook ePUB	978-1-4094-6039-8	£70.00

[www.gowerpublishing.com/isbn/9781409423270](http://www.gowerpublishing.com/isbn/9781409423270)

For more information on the Psychological and Behavioural Aspects of Risk series please visit [www.gowerpublishing.com/psychologicalrisk](http://www.gowerpublishing.com/psychologicalrisk)



## Making the Connections

Using Internal Communication to Turn Strategy into Action

SECOND EDITION

Bill Quirke

*'Everything one needs to know about setting up a communication strategy that promotes real business value is covered in this excellent book. Nothing is left to chance.'*

Economic Outlook and Business Review

Bill Quirke demonstrates practically how businesses can use internal communication to achieve differentiation, to improve their quality, customer service, and innovation, and to manage change more effectively. He describes the why, the what and the how of internal communication – why business needs better communication to achieve its objectives, what internal communication needs to deliver to add value, and how organizations need to manage their communication for best results.

June 2008	384 pages	
ebook PDF	978-1-4094-0516-0	£30.00
ebook ePUB	978-1-4094-6061-9	£30.00

[www.gowerpublishing.com/isbn/9781409405160](http://www.gowerpublishing.com/isbn/9781409405160)



## Hacking the Human

Social Engineering Techniques and Security Countermeasures

Ian Mann

*'The subject matter of Hacking the Human is varied and at times dense, ranging from magic and mind-reading tricks to neurolinguistic programming, transactional analysis, and personality profiling. The book, however, is engaging and readable. Overall, this text is a detailed primer as well as a solid reference source and starting point for further research. In a fundamental way, this book is analogous to a lock picking manual for the human brain. It is an indispensable resource for security professionals regardless of speciality.'*

William Stepka, CPP, Security Magazine

Ian Mann's *Hacking the Human* highlights the main sources of risk from social engineering and draws on psychological models to explain the basis for human vulnerabilities. Offering more than a simple checklist to follow, the book provides a rich mix of examples, applied research and practical solutions for security and IT professionals that enable you to create and develop a security solution that is most appropriate for your organization.

November 2008	266 pages	
ebook PDF	978-0-7546-9351-2	£65.00
ebook ePUB	978-1-4094-5828-9	£65.00

[www.gowerpublishing.com/isbn/9780754693512](http://www.gowerpublishing.com/isbn/9780754693512)



## Program Management

Michel Thiry

FUNDAMENTALS OF PROJECT MANAGEMENT SERIES

*'The highlight of the whole book is how it deals with and explains programme governance. What makes this theme throughout the book so refreshing is that it clearly places governance in the context of organisational strategy rather than the normal command and control model that is often assumed to be good governance... In summary, Program Management is a thought provoking book... It forces the reader to consider programme management as a discipline in its own right.'*

Project magazine

Based on practical applications of program management in different countries, as well as the leading international standards, this book reflects the most recent developments in the area. It offers an understanding of program management's connection to business strategy and value realisation, beyond multiple-project management. Additionally it emphasizes the need for program specific processes, based on an iterative life cycle and the management of multiple stakeholders and their expected benefits. The book is grounded in a robust theoretical framework, complemented by a number of case studies.

January 2009	220 pages	
ebook PDF	978-1-4094-0716-4	£32.50
ebook ePUB	978-1-4094-5882-1	£32.50

[www.gowerpublishing.com/isbn/9781409407164](http://www.gowerpublishing.com/isbn/9781409407164)

For more information on the Fundamentals of Project Management series please visit [www.gowerpublishing.com/pmfundamentals](http://www.gowerpublishing.com/pmfundamentals)



## Diversity in the Workplace

Multi-disciplinary and International Perspectives

Edited by Stefan Gröschl

*'Diversity is a founding value at L'Oréal. It lies at the very heart of our activity. Teams that are diversified at all levels and in all areas allow for greater creativity and enable us to develop products that fit with their expectations. The multinational perspectives provided in this textbook help companies to better understand the complexity of diversity and leverage it as a real lever for performance.'*

Jean Claude Le Grand L'Oréal Corporate Diversity Director

*Diversity in the Workplace* looks at the concept of diversity in different social and legal contexts, and from perspectives such as sociology, anthropology, psychology, philosophy and organizational theory. The contributors add a European view to the existing, mainly US-oriented, literature, examining how the modern organization promotes and manages diversity, accommodating and integrating different value and belief systems and anti-discrimination laws.

August 2011	222 pages	
ebook PDF	978-1-4094-1197-0	£60.00
ebook ePUB	978-1-4094-6026-8	£60.00

[www.gowerpublishing.com/isbn/9781409411970](http://www.gowerpublishing.com/isbn/9781409411970)



## Global Project Management

Communication, Collaboration and Management Across Borders

Jean Binder

*'For project professionals working on virtual or geographically dispersed projects, Global Project Management by Jean Binder will be a valuable reference. It could serve as a textbook for universities that offer programs in project management and wish to or have a course on the virtual and global environment...organized in an easy-to-read fashion... shows Binder's openness to new ideas and recognition of the changing nature of the project management profession.'*

Project Management Journal

*Global Project Management* describes how to adapt your organization and your projects to thrive in a multi-cultural, multi-language environment. The text is filled with real-life examples and techniques and illustrates how to apply the recommendations as part of the successful management of any global project.

November 2007	308 pages	
ebook PDF	978-0-7546-8774-0	£65.00
ebook ePUB	978-1-4094-5810-4	£65.00

[www.gowerpublishing.com/isbn/9780754687740](http://www.gowerpublishing.com/isbn/9780754687740)



## Complex Adaptive Leadership

Embracing Paradox and Uncertainty

Nick Obolensky

*'This would be an ideal text for a masters- or doctoral-level class on leadership and complexity...I would recommend [this] book to those graduate-level students of leadership who are seeking to gain a deeper understanding of the ways in which macro and micro currents of chaos and complexity are inviting continued organizational evolution and adaptive leadership. This book will also be a strong support to researchers and scholars.'*

Leadership and Organization Development Journal

Nick Obolensky has practised leadership in the public, private and voluntary sectors. He has also researched it, and taught it over many years in leading business schools. In this exciting book he brings together his knowledge of theory, his own experience, and the results of 15 years of research.

August 2010	256 pages	
ebook PDF	978-0-566-08933-6	£60.00
ebook ePUB	978-1-4094-5951-4	£60.00

[www.gowerpublishing.com/isbn/9780566089336](http://www.gowerpublishing.com/isbn/9780566089336)



## Stakeholder Relationship Management

A Maturity Model for Organisational Implementation

Lynda Bourne

*'Met all my needs and more.....Recommended as a must read.... despite having managed stakeholders for years but never stopped to really think of why they present unique problems and how to manage and prevent these issues becoming problems that could delay a project. If you don't read this book it's at your own peril.'*

F A Perry, Amazon Reviewer 5 out of 5 stars

This book has two specific purposes. Firstly, it is a 'how-to' book to provide the fundamental processes and practices to support either individuals or organisations in improving stakeholder management in endeavours such as projects, program management offices (PMO). This means it can also be used in supporting organisational survival during mergers and acquisitions, preparing for the tender bidding, marketing campaigns. Secondly, for organisations that have recognised the importance of stakeholder engagement to their success, it is a guidebook for assessing their current maturity regarding implementation of stakeholder relationship management and a series of guidelines and milestones for achieving their preferred level of maturity.

October 2009	242 pages	
ebook PDF	978-0-566-09193-3	£65.00
ebook ePUB	978-1-4094-5859-3	£65.00

[www.gowerpublishing.com/isbn/9780566091933](http://www.gowerpublishing.com/isbn/9780566091933)



## The Psychology of Marketing

Cross-Cultural Perspectives

Gerhard Raab, G. Jason Goddard, Riad Ajami and Alexander Unger

*'The Psychology of Marketing is a must read for advanced students of marketing as well as marketing professionals. Adopting the notion that 'there is nothing as valuable as good theory' the book provides a very comprehensive incisive overview of theories of psychology and their relevance to marketing and personnel management. Its currency is well illustrated by its treatment of recent developments in biological psychology and their applicability to marketing.'*

Ram Baliga, John B. McKinnon Professor of Management, Wake Forest University, USA.

Marketers and those aspiring to be marketers will find this book an invaluable help in their role as 'lay psychologists'. Drawing on consumer, management, industrial, organizational, and market psychology to provide an in-depth treatment that embraces: Cognition theories; Personality, perception and memory, Motivation and emotion and Power, control, and exchange. Complemented by case studies from across the globe, The Psychology of Marketing provides a trans-national perspective on how the theories of psychology and their relevance to marketing, revealed here, is applied in practice.

October 2010	414 pages	
ebook PDF	978-0-566-08904-6	£75.00
ebook ePUB	978-1-4094-5944-6	£75.00

[www.gowerpublishing.com/isbn/9780566089046](http://www.gowerpublishing.com/isbn/9780566089046)



## Benefit Realisation Management

A Practical Guide to Achieving Benefits Through Change

SECOND EDITION

Gerald Bradley

*'This book is written by a practitioner with the benefit of 25 years experience and also the benefit of feedback on the first edition of this book....Chapters are simply presented and immediately usable by practitioners and they provide stimulating ideas for researchers.... Another way of looking at this book is that it provides a very useful primer and anchor for PM practice....My impression of the first edition (Bradley 2006) is that it is a valuable book that I would recommend to practitioners who are expected to respond to the challenge of "realising benefits", who hear the jargon and are unsure what exactly it means and how performance of project outputs and outcomes can be defined and measured. This second edition takes the ideas to the program and portfolio level.... This is certainly a valuable reference book worth keeping handy whether you are an academic or a PM practitioner.'*

Derek H. T. Walker, RMIT University, Melbourne, Australia  
for The International Journal of Managing Projects in Business

Gerald Bradley's *Benefit Realisation Management* is a highly practical guide to using measures to track performance throughout a programme's life; enabling you to eliminate wasted investment, realise more benefits and realise them earlier.

The benefits realisation management methodology fits closely with existing programme and project management approaches such as MSP and Prince 2, making it appropriate for both public and private sector environments. If you are investing heavily in change management, IT infrastructure or project working, then this book is a must-read that will justify its price many times over. The Second Edition includes new material on portfolio management along with new case studies and, in contrast to the original edition, has been printed in four-colour.

May 2010	394 pages	
ebook PDF	978-1-4094-1086-7	£70.00
ebook ePUB	978-1-4094-5876-0	£70.00

[www.gowerpublishing.com/isbn/9781409410867](http://www.gowerpublishing.com/isbn/9781409410867)



## Human Resources or Human Capital?

Managing People as Assets

Andrew Mayo

*'...the book has considerably succeeded in addressing a significant area in strategic HRM. It has been written mainly for HR practitioners with substantial focus on how-to-prescriptions. The book delineates a valuable roadmap for implementing the conception of HCM; and has devised appropriate HCM measures. It will be helpful for those involved in the designing and implementation of change management processes too...'*

Debi S. Sani, Vision Journal

Are people really an organisation's most important asset? Not necessarily. Some are liabilities – but some undoubtedly are the most important drivers of value that an organisation has. The question is – who are they? How do we know? How can we maximise the value they have and the value they provide? These questions are what human capital management is about. This book explains the answers and discusses approaches to measurement and indicators which enable effective management of value creating assets.

February 2012	356 pages	
ebook PDF	978-1-4094-2286-0	£70.00
ebook ePUB	978-1-4094-5933-0	£70.00

[www.gowerpublishing.com/isbn/9781409422860](http://www.gowerpublishing.com/isbn/9781409422860)



## Dynamic Supply Chain Alignment

A New Business Model for Peak Performance in Enterprise Supply Chains Across All Geographies

John Gattorna

*'This is a very ambitious book. The sheer scope of the coverage is impressive – from Brazil to Bologna and on, to the 'future giants' of China and India. Gattorna and his 'Friends' attempt to extract relevant common lessons for all in industry or the public sector...if you think that 'Supply Chain Management' is not something which will ever be of interest or relevance to you – think again!'*

Ray Moorcroft, Manager Magazine

In the 21st Century business environment, where extended organizations rely on suppliers, outsourced partners and alliances, the supply chain IS the business. Now, in the follow-up to his hugely successful *Strategic Supply Chain Alignment*, called *Dynamic Supply Chain Alignment*, John Gattorna explores how to create and sustain multiple supply chains with a level of flexibility and responsiveness that allow you to respond to opportunities and threats; how to align your suppliers, your partners AND your customers.

July 2009	440 pages	
ebook PDF	978-1-4094-0247-3	£70.00
ebook ePUB	978-1-4094-5861-6	£70.00

[www.gowerpublishing.com/isbn/9781409402473](http://www.gowerpublishing.com/isbn/9781409402473)

All these books are available in Hardback and/or Paperback versions

## Over 3000 Ashgate and Gower ebooks available at your fingertips

Ashgate and Gower ebooks are currently available in Adobe Digital Editions (.PDF) format and we are currently making our existing ebooks additionally available in ePUB format.

### Interactive features of our ebooks:

- Fully hyperlinked Table of Contents, to and from chapters
- Hyperlinked index
- Hyperlinked endnotes

Currently we do not sell ebooks direct however there are several, easy to use, purchase options available to libraries and individuals.

### For libraries:

- Dawsonera • EBSCO Netlibrary • EBL • Ebrary • Mylibrary

### For individuals:

- Ebooks.com • Google Play • Amazon • Kobo

Go to [www.gowerpublishing.com/ebooks](http://www.gowerpublishing.com/ebooks) for more information on our to order.

